

<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> ( Not for submission under 37 CFR 1.99)	Application Number		09409594
	Filing Date		1999-09-30
	First Named Inventor	Bassett et al.	
	Art Unit		2421
	Examiner Name	Salce, Jason P.	
	Attorney Docket Number		AT9-99-254

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	1	5724091		1998-03-03	Freeman et al.	
	2	5778184		1998-07-07	Brownmiller et al.	
	3	5778187		1998-07-07	Monteiro et al.	
	4	5848396		1998-12-08	Gerace	
	5	5877755		1999-03-02	Hellhake	
	6	5893091		1999-04-06	Hunt et al.	
	7	5901287		1999-05-04	Bull et al.	
	8	5918014		1999-06-29	Robinson	

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	9	5931901		1999-08-03	Wolfe et al.	
	10	6002394		1999-12-14	Schein et al.	
	11	6018659		2000-01-25	Ayyagari et al.	
	12	6044376		2000-03-28	Kurtzman, II	
	13	6047327		2000-04-04	Tso et al.	
	14	6088722		2000-07-11	Herz et al.	
	15	6122263		2000-09-19	Dahlin et al.	
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	17	6154745		2000-11-28	Kari et al.	
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20	6553178	B2	2003-04-22	Abecassis	
21	6801944	B2	2004-10-05	Motoyama et al.	
22	7010492	B1	2006-03-07	Bassett et al.	

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	1	2250450	CA		1999-04-16	Lemole et al.		<input type="checkbox"/>
	2	0847156	EP	A2	1998-06-10	Wolfe et al.		<input type="checkbox"/>
	3	2327837	GB	A	1999-02-03	Butler et al.		<input type="checkbox"/>

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4	10257050	JP		1998-09-25	Motoyama et al.	Corresponds to U.S. Patent No. 6801944	<input type="checkbox"/>
5	11512903	JP		1999-11-02	Butler et al.	Corresponds to GB Publication No. 2327837	<input type="checkbox"/>
6	9617467	WO	A2	1996-06-06	Herz et al.		<input type="checkbox"/>
7	9712486	WO	A1	1997-04-03	Slezak		<input type="checkbox"/>
8	9721183	WO	A1	1997-06-12	Naqvi et al.		<input type="checkbox"/>
9	9841020	WO	A1	1998-09-17	Freeman et al.		<input type="checkbox"/>
10	9904561	WO	A1	1999-01-28	Alexander et al.		<input type="checkbox"/>
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1	GALLAGHER et al., "A Framework for Targeting Banner Advertising on the Internet," Proceedings of the 30th Annual Hawaii International Conference on System Sciences, Maui, Hawaii, January 7-10, 1997, pp. 265-274.	<input type="checkbox"/>
2	LAMBERT, "Bell Atlantic Installs Multimedia Network Software," Multichannel News, pp. 23, January 3, 1994.	<input type="checkbox"/>
3	BASSETT et al., "Method and Apparatus for Dynamic Targeting of Streaming Media Using Statistical Data," U.S. Application No. 09/409,601, filed September 30, 1999, 54 pages. (AT9-99-255)	<input type="checkbox"/>
4	Office Action regarding U.S. Application No. 09/409,601, dated November 26, 2001, 20 pages. (AT9-99-255)	<input type="checkbox"/>
5	Office Action regarding U.S. Application No. 09/409,601, dated May 14, 2002, 13 pages. (AT9-99-255)	<input type="checkbox"/>
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7	Office Action regarding U.S. Application No. 09/409,601, dated April 11, 2003, 12 pages. (AT9-99-255)	<input type="checkbox"/>
8	Final Office Action regarding U.S. Application No. 09/409,601, dated September 22, 2003, 15 pages. (AT9-99-255)	<input type="checkbox"/>
9	Office Action regarding U.S. Application No. 09/409,601, dated November 26, 2003, 11 pages. (AT9-99-255)	<input type="checkbox"/>
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**EXAMINER SIGNATURE**

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Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

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See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

A certification statement is not submitted herewith.

**SIGNATURE**

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Jim O. Skarsten/	Date (YYYY-MM-DD)	2012-07-19
Name/Print	Jim O. Skarsten	Registration Number	28346

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